

Positioning simplified



Is your marketing as effective as you would like it to be? Are you feeling pressure to generate more qualified leads? Do sales team members use your presentations or do they create their own?

Effective positioning can solve these problems and many more you'll find listed at the bottom of the next page. But if you are like many marketing professionals, you probably don't have the time to go through what is perceived to be a long, complex positioning effort.

You can learn Messages that Matters' simplified approach in a 90-minute on-line workshop, and then use just a few of the 10 building blocks of positioning success, or as many as you have time to use. The workshop meets the needs of those who have almost no time to do positioning, yet still spend significant time debating what to say every time you create a new marketing campaign.

In a few hours, using the foundational building blocks of positioning, you can converge on a positioning statement that is important and unique.

If you have more time to do positioning or you've decided to go through a more extensive positioning exercise, use some or all of the 10 building blocks for B2B marketing success.

The building block approach has been taught to more than 1,000 professionals in B2B software and technology companies world-wide. They have used it to develop positioning statements that assert the most compelling benefit that addresses your target audience's number one problem.

The message strategy you build using what you've learned will strongly support your claim to that unique position – piquing your audience's interest and making them want to know more. You'll tell a story that's compelling because it's important, believable and true.

Workshop available on-site or on-line

If you and your team have limited time to learn positioning, consider the on-line workshop. In 90 minutes via the internet you'll learn everything you need to know to develop a positioning strategy that sets you apart from the competition. It's the fast, cost-effective way of establishing your own approach to positioning that will help you achieve positioning success fast.

Attendees receive an eBook designed to complement the workshop and serve as a reference guide when positioning for real. The eBook takes you through our approach to positioning, step-by-step, and includes exercises, tips, reminders and reference material.

If you have several marketers and product marketers who need to understand the Messages that Matter positioning approach, and the team has time to spend a day away from work, consider the on-site workshop. It is customized to your situation. While both the on-line and on-site workshops cover the same content and concepts, the on-site option lasts three hours and goes into much more detail than the on-line version.



Definition of terms

Messages that Matter defines **positioning** as the mental space in your target audience's mind that you can own with an idea that has compelling meaning to the target buyer. It's in this mental space where your product's solution to the target's most pressing problem meet and form a meaningful relationship.

A **positioning statement** is a short, declarative sentence that addresses the target market's most pressing problem by stating a benefit. It makes it clear why the target market should care about your claim and take action. Your positioning statement becomes the central theme for all your marketing communications.

What You'll Learn

The workshop teaches you the assumptions, steps, questions and evaluation criteria needed to create compelling, unique positioning strategies that set you apart from your competitors. It presents examples of successful message strategies, which can be created for any product, service, solution, campaign, etc. – literally anything you need to communicate to your target market. The result is message consistency and repetition necessary to claim a position in your market. The workshop covers the following:

- The 3Cs of successful positioning.
- How to get target audience's attention with a benefit oriented positioning statement.
- Why "me too" marketing doesn't work; why a compelling story does.
- How to create a message strategy and manage it to derive maximum benefit.
- How to document message strategies that serve as the foundation for all marketing.

... **Plus** other building blocks you can use to develop your message strategy:

- Analyzing the 3Cs – your customers, competition and channel.
- Three Key Assumptions to start brainstorming sessions.
- Four Questions to ask during message strategy creation.
- The Three "Whats" – What is it? What does it do? What does it deliver?
- The Four Criteria for evaluating your positioning statement.
- Testing potential message strategies by applying them.

Afternoon Brainstorming Session

Companies who elect to have the workshop conducted on-site can extend the value of it through "hands-on" breakout sessions in the afternoon. Participants work in small groups to apply what they learned to real world situations. Then each group shares their findings.

Breakout sessions are tailored to specific needs such as: 1) analysis of competitors' positioning strategies; 2) assessment of existing position strategy; 3) positioning of a new product.

Is Messages that Matter the Right Workshop for Your Company?

Our approach to positioning addresses a number of problems commonly found in B2B software and high-technology marketing. Here are some of them:

- Failure to differentiate;
- Long sales cycles due to market confusion; i.e., me-too marketing;
- Multiple benefit claims that compete against each other for prominence and effectiveness.
- Claims that fail any reasonable test of credibility;
- Marketing campaigns fail because the message does not matter to the target audience;
- Spending hours debating what to say in the next marketing campaign;
- The marketing team can't keep up with demand for lead generation programs and campaigns;
- Lack of understanding about what will resonate with the target audience.



A message strategy includes a positioning statement and three to four support points. The combination can be extremely detailed and is like a recipe for all marketing communications. Follow the recipe and you get a good dish... a story!

Support points unfold your story in more detail and explains how you deliver on the promise made in the positioning statement. "That's interesting, tell me more," is how you want your target audience to respond to your positioning statement. Good support points – three to four of them – will pique their interest.

A positioning strategy includes your message strategy and a summary of the research that helped you converge on your message strategy. To effectively position, you need to thoroughly research the 3Cs – customers, competitors and channel. This understanding of the 3C's leads you to a message strategy that is unique, important and believable.

